

# Launching an Amazon Bestseller

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## Meet Tom

Dr. Tom Rofrano is the founder and director of **Natural Medicine Clinic** in Palm Beach Gardens, Florida. He has successfully seen over 100,000 patient visits during his 33+ years of practicing natural medicine.

Tom helps patients discover the root cause of their ailments and provides them with clear solutions to get better through his detailed evaluation and testing as a chiropractic physician and functional medicine practitioner.

In 2019, Tom was working on a book called ***The FreeDiet: A Clinically Proven Plan to Heal Your Gut and Thyroid and Free Yourself from Pain, Fatigue, Fogginess, and Fat.*** After spending countless hours working on this book, he wanted to ensure its success with a launch strategy that would guarantee it hit the top of the Amazon Bestseller List. This would not only help him achieve more sales, but add credibility to his name and brand.

**That's where the Leverage team comes in...**

## Tom's Goals

Tom's primary goal with this project was for his book to be listed as a **#1 Amazon Bestseller**. But beyond that, he wanted to use this book to boost his credibility, bring in new clients to his practice, and help people improve their lives. Hitting the bestseller list was one of the best ways to achieve that and ensure his book was a massive success.



**Leverage**

## Our Plan

At Leverage, we have a tried-and-true process for launching Amazon bestsellers that we've used with many of our clients. Hitting #1 on the Amazon bestseller list is based on what categories your book is listed in and how many books you sell within a certain period of time after launch, so all of our efforts focus on maximizing the number of downloads and purchases on the first day. We start this process about four months before the launch of the book.

### Here's the process we outlined for Tom:

**Step 1:** *Identify influencers who can help promote Tom's book.* These are people in the natural medicine, nutrition, and fitness niches who have large followings, podcasts, article columns, YouTube channels, or other outlets they can use to promote the book.

**Step 2:** *Create a webpage for the book with opt-in offers.* Anyone who is interested in the book or interested in helping us promote it will utilize this page. It contains free bonuses for those who agree to download the book on launch day.

**Step 3:** *Create a media kit for influencers.* This includes all of the information necessary for someone to promote Tom's book such as images, social media copy, reusable captions, and CTAs. This is a vital step as it makes promotion a breeze for all of Tom's influencers.

**Step 4:** *Assemble the launch team.* The launch team is the group of people who will buy Tom's book on launch day and leave a review. To assemble this, we create an online form to gather information and send it out to anyone interested in supporting Tom's book efforts.

They will then receive instructions on when to buy the book as well as an advanced copy so they can write a proper review on launch day.

**Step 5:** *Promotion, promotion, promotion!* About a month before launch day, we have all of Tom's podcast appearances scheduled, guest posts written, and any other loose ends tied up. This step is all about executing the promotions, pointing people to the webpage, and adding more people to the launch team.

**Step 6:** *Amazon setup.* As launch day looms nearer, we'll get Tom's Amazon page set up so that he's ready to start selling books on launch day. That means establishing a price for the book, setting up Amazon Kindle Direct Publishing for on-demand printing, and choosing the categories we'd like to hit #1 in.

**Step 7:** *Launch day!* Once launch day arrives, our work is virtually complete. The only thing left to do is make sure the ebook is available for free download so that the entire launch team (and anyone else) can quickly and easily download the book. This will ensure Tom hits the bestseller list immediately!



**Heidi T.**

Leverage, Book Marketing Expert

**Heidi** is one of Leverage's marketers, with specific expertise in book publishing and marketing. She has experience creating books and ebooks from start to finish, as well as developing comprehensive marketing strategies to ensure each book launch is not only successful, but will provide continued revenue for her clients.

